

# TV23 Demographics:

- **204,680+ People**

- ▶ 97,865 (48.2%) are ages 18-54

- ▶ 44,746 (22.1%) are ages 55+

- 56.6% White
- 39.0% Latino or Hispanic
- 4.4% Other

Marital Status:

- 21.7% Single/Never Married
- 62.9% Married
- 1.6% Separated
- 6.1% Widowed
- 7.7% Divorced

Education:

- 14.4% <9th Grade
- 12.4% 9-12 No Diploma
- 27.8% HS Diploma / GED
- 29% Some College
- 11.7% Bachelors Degree
- 3.2% Masters Degree
- 1.5% PhD
- 4.7% Graduate or Professional Degree

Commuting:

- 75.3% Drive Alone to Work
- 16.2% Carpool to Work
- 0.3% Public Transportation / Taxi to Work
- 3.0% Cycle or Walk to Work
- 4.1% Work at Home

—Mean Commute Time: 15 Minutes

Work Force by Industry:

- 14.2% Manufacturing
- 10.6% Retail
- 9.7% Education
- 9.6% Health Care / Social Assistance

Work Force by Occupation:

- 27.9% Management, Professional & Related
- 14.1% Service Occupations
- 5.4% Farming, Fishing & Forestry
- 11.5% Construction, Extractions & Maintenance
- 19.7% Production, Transportation & Material Moving

- **72,628+ Households**

- ▶ 51,571 Families

- ▶ 49,234 (68.6%) Owner Occupied

- ▶ 22,570 (31.4%) Renter Occupied

Household Income:

- <\$10,000 8.9%
- \$10,000 to \$14,999 6.6%
- \$15,000 to \$24,999 16.3%
- \$25,000 to \$34,999 15.4%
- \$35,000 to \$49,999 19.6%
- \$50,000 to \$74,999 19.5%
- \$75,000 to \$99,999 7.6%
- >\$100,000 6.2%

- Median HH Income: \$37,095
- Average HH Income: \$45,839

House Values:

- <\$50,000 31.7%
- \$50,000 to \$99,999 46.8%
- \$100,000 to \$149,999 14.7%
- \$150,000 to \$199,999 4.2%
- \$200,000 to \$299,999 1.7%
- >\$300,000 0.8%

Neilsen Demographics say:

20% of ALL households are strictly over-the-air.

**14,525+ Households Watch TV23**  
**38,783+ People Watch TV23**

When you add in the streaming households with an antenna, the numbers are much higher!

